



THE COUNCIL OF THE CITY OF BINGHAMTON
STATE OF NEW YORK

Date: February 4, 2015

Sponsored by Council Members: Webb, Mihalko, Rennia, Motsavage, . . . , Berg, Papastrat

Introduced by Committee: Planning & Community Development

ORDINANCE

entitled

AN ORDINANCE AMENDING CHAPTER 410-
63 OF THE CODE OF THE CITY OF
BINGHAMTON REGARDING ILLUMINATED
SIGNS

WHEREAS, the City of Binghamton wishes to amend Chapter 410, Article XI, Sign Regulations, of the Code of the City of Binghamton to allow the internal illumination of signs with light-colored, translucent backgrounds to reduce the number of signs that require variances from the Zoning Board of Appeals; and

WHEREAS, the City wishes to maintain the prohibition of the aforementioned sign type within all historical districts and properties within the City.

NOW, THEREFORE, the Council of the City of Binghamton, duly convened in regular session, does hereby ordain as follows:

Section 1. That § 410-63.A.(5) of the Code of the City of Binghamton, entitled *Design Criteria*, is hereby deleted as provided below and the remaining sections will be re-numbered accordingly: § 410-63. *Design Criteria* [Amended 2-4-2015 by Ord. No 15- 5]

A. Minimum Design Criteria. Sign applications shall be reviewed according to the following minimum design standards:

1. Signs shall enhance the overall appearance, image, and design character of the building and site.
2. Signs shall be simple and clear so as not to distract moving traffic.
3. Signs shall be architecturally integrated into the building by relating scale, location, sign type, style, materials, and colors to the architectural style and size of the building or business unit.
4. Placement of signage shall not obscure or overlap architectural elements.
5. ~~Internally illuminated signs shall either be constructed with an opaque background and translucent text and symbols, or with a colored (not white, off-white, light grey, or cream) background and generally lighter text and symbols.~~
6. Illuminated signs should be oriented away from adjoining residential properties whenever possible.
7. Raceway cabinets, where used as an element of wall mounted signs, shall match the building color at the location of the building where the sign is located.
8. Signage in designated Historic Districts and signage located on designated Local Landmark Historic properties shall be in conformance with the City of Binghamton Historic Design Guidelines.

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Section 2. That this ordinance shall take effect immediately.

I hereby certify the above to be a true copy
of the legislation adopted by the Council
of the City of Binghamton at a meeting
held on 2/4/15. Approved by the
Mayor on 2/5/15.

Introductory No. O15-5

Permanent No. O15-5

Sponsored by City Council Members:
Webb, Mihalko, Rennia, Motsavage, Berg,
Papastrat

AN ORDINANCE AMENDING CHAPTER 410-63 OF
THE CODE OF THE CITY OF BINGHAMTON
REGARDING ILLUMINATED SIGNS

The within Ordinance was adopted by the Council of
the City of Binghamton.

Date February 4, 2015

City Clerk Jenny Peltz

Date Presented to Mayor February 5, 2015

Date Approved 2/5/15

Richard Coltrane
Mayor

	Ayes	Nays	Abstain	Absent
Motsavage	✓			
Mihalko	✓			
Rennia	✓			
Webb	✓			
Papastrat	✓		✓	
Matzo			✓	
Berg				✓
Total	5	0	1	1

☒ Code of the City of Binghamton

☒ Adopted ☐ Defeated

5 Ayes 0 Nays 1 Abstain 1 Absent